

1 Abstract:

2 An improved method and system for providing HTML links to advertisements that facilitates

3 updating the linking mechanism. With the present invention, a web page which is designed

4 to display an advertisement includes a first relatively simple macro tag which provides a link

5 to a first server. When a user's web browser retrieves the first web page, the browser will

6 execute the first link and retrieve a file from the first server. The retrieved file will include

7 the HTML instructions or Javascript required to display the desired advertisement. The

8 user's browser will execute the instructions or script in the retrieved file and appropriately

9 display the advertisement (e.g. a gif-image or Java applet). With this invention it is

10 relatively simple to update the instructions required to display a particular advertisement.

11 Instead of changing the macro tags in each of the web pages which include links to the

12 advertisement, the instructions on how to display the advertisement can be updated by

13 merely updating a single file located on a single server controlled independently of the

14 individual web sites.

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